

## ABSTRACT OF THE DISCLOSURE

A coated article that can be used in applications such as insulating glass (IG) units, so that resulting IG units can achieve high visible transmission of at least 70% (e.g., when using clear glass substrates from 1.0 to 3.5 mm thick), combined with at least one of: (a) SHGC no greater than about 0.45, more preferably no greater than about 0.40; (b) SC no greater than about 0.49, more preferably no greater than about 0.46; (c) chemical and/or mechanical durability; (d) neutral transmissive color such that transmissive  $a^*$  is from  $-5.0$  to  $0$  (more preferably from  $-3.5$  to  $-1.5$ ), and transmissive  $b^*$  is from  $-2.0$  to  $4.0$  (more preferably from  $1.0$  to  $3.0$ ); and (e) neutral reflective color from the exterior of the IG unit (i.e.,  $R_g/R_{out}$ ) such that reflective  $a^*$  is from  $-3.0$  to  $2.0$  (more preferably from  $-2.0$  to  $0.5$ ), and reflective  $b^*$  is from  $-5.0$  to  $1.0$  (more preferably from  $-4.0$  to  $-1.0$ ). In certain example non-limiting embodiments, coated articles herein comprise:  
substrate/ $TiO_x/ZnO_x/Ag/NiCrO_x/SnO_x/ZnO_x/Ag/NiCrO_x/SnO_x/Si_xN_y$ .